

Introduction

The BMF Sales Fast Track© is an ISM (Institute of Sales Management) accredited programme designed for people within Sales/Commercial environments who want proven techniques and skills to leverage their commercial performance.

The 'Fast Track' approach will provide you with the tactics and behaviours to:

- Achieve the commercial goals you set from the outset
- Apply proven tactics in a competitive changing market
- Communicate more effectively using the language of colour
- Understand the principles of 'people buy from people'
- Deliver a Commercial Enablement Plan with tangible results
- Benchmark your current knowledge, behaviours and applied tactics against the 80 Commercial Sales Tactics to support your continued development throughout the programme.



The programme will result in you stopping at various stations (as pictured) validating your knowledge and skills against six key elements of a generic Sales/Commercial process along the way.

For example, a stop-off at the 'Manage Objections' station will provide you with the learning topics including:

- HANDLING OBJECTIONS
- CLARIFYING TECHNIQUES
- OBJECTION PREVENTION



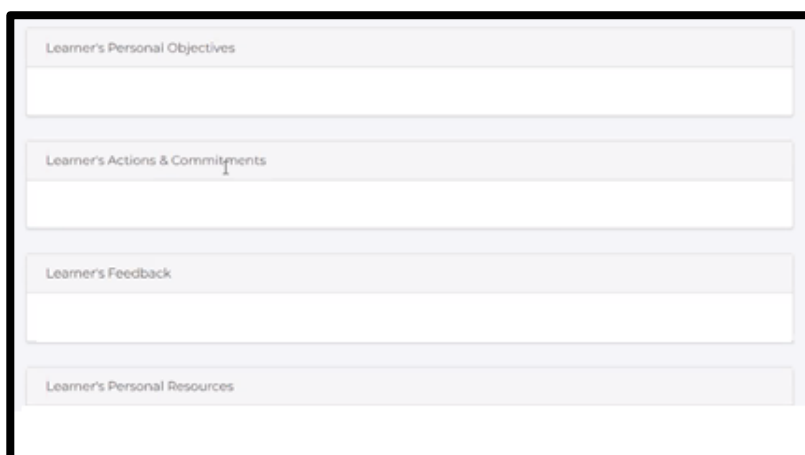
Sales Fast Track Learning Management System

The entire programme will be administered via a dedicated Learning Management System (LMS) which you will have full access to.



The uniqueness of your dedicated LMS allows you to: -

- Review each event learning objectives
- Record your personal objectives which will be reviewed by your dedicated Talent Coach before each event
- Create a series of actions to apply what you have learnt
- Provided candid feedback on each event
- Upload supporting evidence for your ISM Academic Accreditation complying with GDPR quality procedures
- Host a live chat with your Talent Coach
- Collaborate with your fellow delegates
- Enjoy the overall experience of virtual learning via “one click and you’re in”
- Plus a lot more.....

A screenshot of a web-based form interface. It consists of four vertically stacked rectangular sections, each with a light grey header and a white input area below it. The sections are labeled: "Learner's Personal Objectives", "Learner's Actions & Commitments", "Learner's Feedback", and "Learner's Personal Resources". The entire form is enclosed in a black border.

Stations within the Fast Track Programme

After each station stop, you will create a series of actions to apply what you have learnt about that station topic in your workplace before you begin the journey to the next station.

As you continue the journey within the Fast Track programme, you will be growing your personal Commercial capability to ultimately maximise your Commercial and Sales performance.

At the end of the day it's about the results. This will be achieved by applying what you have learnt and being able to demonstrate the ISM code of practice in Sales.



Behavioural Profile (Clarity4D©)

Included within the programme is a behavioural profile which allows Commercial people to acknowledge their own personal strengths, as well as recognise their future potential as they follow a simple 'best practice' Commercial process.

The simple Sales process has been designed to be used where there is no existing process in place currently, or is used in conjunction with an existing Commercial process and includes the following:

- Prospecting - Before the Sale Begins
- Identifying Needs - What the customer wants
- Present Offer – Proposing solutions
- Manage Objections - Handling Resistance
- Close Sale - Secure the Business
- Follow Through - Follow Up Ask for Referrals



The profile also helps individuals to recognise the different buying preferences of their customers and gives strategies to gain more Commercial Sales and build rapport for long-term relationships.

Each delegate will receive their own personal Profile.

WIIFM? (What's In It For Me?)

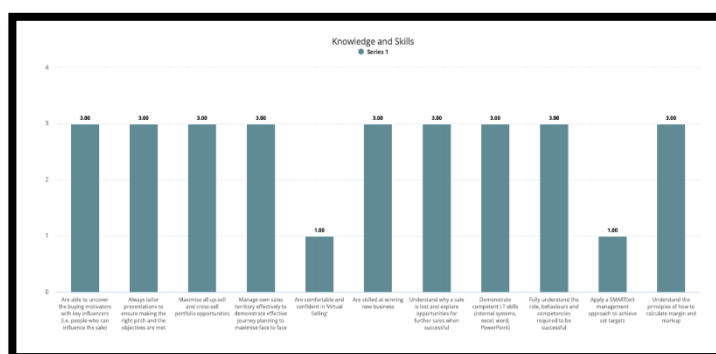
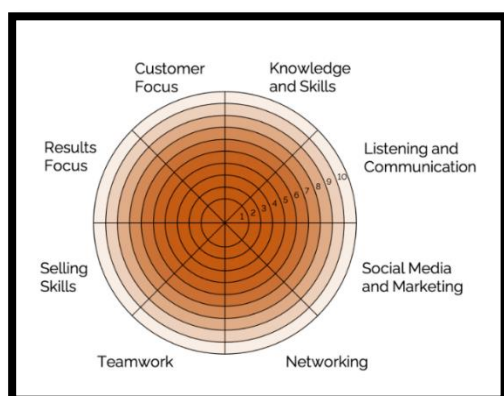
- Apply different techniques to maximise your commercial performance
- Develop successful strategies using a proven six step Commercial process
- How to manage and maintain a Commercial Sales Dashboard
- Adjust your style and approach to meet the needs of your customer
- Benchmark your current Commercial approach to deliver industry best practice (ISM)
- Demonstrate to ISM your applied learning to achieve academic certification
- Coached and mentored by a ISM BESMA Award Winner with over 20 years in commercial sales

80 Commercial Tactics, Competencies and Behaviours

So where do you start, irrespective of your knowledge, skills and length of service within the company to date?

By completing the **80** Commercial Tactics, Competencies and Behaviours questionnaire.

Completing the questionnaire will allow you and your line manager to evaluate how much you display the key commercial behaviour characteristics that have been determined to be important for the Institute of Sales Management Programme you have enrolled upon. Plus, it will allow you to focus your development against each of the competencies detailed in the Spider graph below.



Option of individual only or individual and line manager as a 180.

Sales Enablement Commercial Project

To maximise the development and applied learning during Weeks Ten to Nineteen each delegate will undertake a 60 Day Commercial Project to increase sales overall as scoped by the programme sponsor. This will form part of the final ISM academic certification presentation in week twenty.

Academic Accreditation



The entire programme has purposely been designed to build on your ability and behaviours in Commercial through:

- Personal effectiveness – managing self
- Organisational performance – delivering results
- Interpersonal excellence – developing relationships

When you have completed the programme in full and successfully presented the outcomes of your Commercial Enablement Plan to the ISM Quality Management Team, you will be awarded Executive EISM (Equipped to Excel) by the Institute of Commercial Management.

In recognition of this achievement, you will receive both a certificate awarded by the ISM and also have the credentials of EISM after your name.

Scheduled Development Timeframe

- **Pre-Work**
 - GiraffePad Learning Set-Up
 - Commercial Tactics Behavioural On-Line Questionnaire (80 Tactics) *
 - Commercial Dashboard
 - Set up a meeting with your line manager to jointly agree your objectives for attending the programme. It is recommended you jointly agree your sales growth target to be achieved during this programme
 - Prepare to present in 5 minutes “Day in the life of ” (in a format of your choice)

*link sent separately

- **Pre-Launch Zoom**
 - Programme Events
 - Day in the Life of
 - GiraffePad Learning Management System
 - Welcome Box
- **Week One**
 - Welcome to your Commercial Dashboard and 80 Commercial Tactics
- **Week Two**
 - Welcome to your Colour Profile ©
 - Pre-work Clarity4D Profile
- **Week Three**
 - Prospecting – Before the Sale Begins
- **Week Four**
 - Identify Needs – What the Customer wants
- **Week Five**
 - Present Offer – Proposing solutions
- **Week Six**
 - Manage Objections – Handling resistance
- **Week Seven**
 - Close Sale – Secure the Business
- **Week Eight**
 - Follow Through – Follow Up Ask for Referrals
- **Week Nine**
 - 60 Day Commercial Plan
 - ISM Academic Certification Criteria
- **Week Ten to Nineteen**
 - Applied learning including 60 Day Commercial Sales Enablement Plan and academic certification criteria
 - 60 Day Commercial Plan Draft Presentation to Sponsor (week Nineteen)
- **Week Twenty**
 - Applied learning results Judging Presentation

Delegates are required to attend all events.

The WHO, WHY, WHERE, WHAT, HOW, WHEN and WILL information about the programme!

WHO is the programme for?	<ul style="list-style-type: none"> Anyone in a Sales Commercial role 		
WHO is the delivering the programme		Sue Reed	
WHO is the sponsor for the programme?	<ul style="list-style-type: none"> To be confirmed 		

WHY has the programme been implemented?	<ul style="list-style-type: none"> To support the growth of Sales within the business. To support new ways of working for the Sales and Commercial Teams, in line with ISM Code of Practice.
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WHERE will the programme be held?	<ul style="list-style-type: none"> Virtually over zoom. You will need to use a pc or laptop with a camera (rather than a mobile) in a space away from customers All sessions are starting at 09:00 with a registration at 08:50 In-house information will be provided separately
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WHEN is the programme running?	<ul style="list-style-type: none"> See separate information provided
WHEN will I receive my ISM Academic Accreditation?	<ul style="list-style-type: none"> After you have successfully presented your 60 Day Commercial Plan to the ISM external Judge and Internal Management Team

<p>WHAT will I learn?</p>	<ul style="list-style-type: none"> • Best practice Commercial Sales process including: <ul style="list-style-type: none"> ○ Prospecting – Before the Sale Begins ○ Identifying Needs – What the Customer wants ○ Present Offer – Proposing solutions ○ Manage Objections – Handling resistance ○ Close Sale – Secure the Business ○ Follow Through – Follow Up Ask for Referrals • In-depth knowledge and application of buying preference with colour • Personal talent development in: <ul style="list-style-type: none"> ○ 80 Commercial Tactics ○ Commercial enablement planning ○ Personal Effectiveness
<p>WHAT are the 80 Commercial Tactics and Behaviours?</p>	<ul style="list-style-type: none"> • A set of 80 commercial behaviours and tactics that are considered a “code of practice” by the Institute of Sales Management within the Sales Fast Track Programme ©
<p>WHAT will the academic accreditation involve?</p>	<ul style="list-style-type: none"> • Application of your learning via a 60-Day Commercial Plan • How you have personally developed using your Behavioural profile and the 80 Commercial Tactics as a “code of practice” • Presenting your 60 Day Commercial Plan to the ISM external Judge and Internal Management Team • Your attendance at each virtual Zoom event

<p>WILL I be able to contact the Trainers during the programme for additional support</p>	<ul style="list-style-type: none"> • Yes, you will be provided with their contact details and there is a facility on GiraffePad
<p>WILL I have to do anything during each event</p>	<ul style="list-style-type: none"> • It is recommended you start to apply what you have learnt immediately after each event • Complete pre and post work for each event • Keep a log of your actions and results • Provide feedback after each event using GiraffePad

<p>HOW will the programme be delivered?</p>	<ul style="list-style-type: none"> • Virtually • In-House (upon request)
<p>HOW will I achieve ISM (Institute of Sales Management) accreditation?</p>	<ul style="list-style-type: none"> • By attending each event within the programme • Applying what you have learnt • Presenting your results to the ISM Judge
<p>HOW do I prepare for the programme?</p>	<ul style="list-style-type: none"> • Review your Behavioural Profile and 80 Commercial Tactics report
	<ul style="list-style-type: none"> • Find a quiet place without any disruptions for each event
	<ul style="list-style-type: none"> • You will be expected to join each event using a PC or Laptop (not a phone) with the camera and microphone on
	<ul style="list-style-type: none"> • Identify your personal objectives for attending the programme
	<ul style="list-style-type: none"> • Populate the Commercial Sales Dashboard Template sent to you with the joining instructions
<p>HOW will the programme be facilitated?</p>	<ul style="list-style-type: none"> • Interactive activities • Breakout discussions • Self-evaluation • Create a S.M.A.R.T (er) action plan
<p>HOW do I enrol onto the programme?</p>	<ul style="list-style-type: none"> • Please contact the BMF • www.bmf.org.uk • Telephone 02476 854 980 • Email info@bmf.org.uk
<p>HOW do I arrange a bespoke in-house version of the programme?</p>	<ul style="list-style-type: none"> • Please contact the BMF • www.bmf.org.uk • Telephone 02476 854 980 • Email info@bmf.org.uk
<p>HOW will my line manager support my applied learning?</p>	<ul style="list-style-type: none"> • Set-up a meeting with your line manager to jointly agree how they can support you throughout the entire programme. For example debriefs after each event. Review your draft Commercial Sales Presentation
	<ul style="list-style-type: none"> • Provide their candid feedback on the 80 Commercial Tactics to support your development

Programme Summary

Course Title	Sales Fast Track (EISM)	Course Delivery length excluding 60 Day Commercial Plan Presentation	Virtual over twenty weeks (see schedule) In-house upon request
Academic Recognition	Institute of Sales Management 'Equipped to Excel' EISM	Target Audience	Anyone in a Sales Commercial role Maximum 8 delegates
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Your Winning Development Team

The Sales Fast Track© Programme is delivered in partnership with: -

